



THE ILLINOIS WINE FESTIVAL

At Hidden Lake Winery

10580 Wellen Road, Aviston IL 62216

August 25 & 26, 2007

11:00 AM – 6:00 PM Daily

Thank you for participating in the 1st Annual Illinois Wine Festival! This event is the beginning of a grand Illinois tradition – an annual showcase and celebration of the success of Illinois wines. The festival goal is to promote the burgeoning wine industry in the state by hosting a special occasion where consumers can discover this unique agricultural industry that is protecting increasingly rare open space, promoting sustainable agriculture, and handcrafting some exceptional award-winning artisan wines.

We're very pleased to welcome the exhibitors who have caught our passion and joined us to create a fabulous day in the shade of the Silent Forest for guests to enjoy. We think the festival layout and amenities we've included in the show will set the tone for an upscale show and enhance the experience for our wineries, exhibitors and festival guests. We hope you like the concept and have a great (and very profitable) show!

MAP TO HIDDEN LAKE WINERY

10580 Wellen Road, Aviston IL 62216

Hidden Lake Winery is east of St. Louis, just off of I-64.

From St. Louis:

Take I-64 East to the Albers Exit (#34).

Go left (North) through Albers on Albers/Aviston Road to Highline Road. Turn left onto Highline Road. Turn Left onto Wellen Road. Hidden Lake Winery is on the left at 10580 Wellen Road.

From Route 50:

At Russland Road go South.

Turn left at Old Route 50, then turn right (South) at Olie's Restaurant onto Clinton Street (which is Albers/Aviston Road).

By the curves turn right onto Highline Road. Turn Left onto Wellen Road. Hidden Lake Winery is on the left at 10580 Wellen Road.



WINERY EXHIBITOR SET-UP GUIDELINES

When you arrive for set-up on Friday, August 24th:

When you arrive please come to the festival credentials desk at the Hidden Lake Tasting Room to receive your exhibitor badges and final booth placement layout. Each exhibitor will be assisted individually with where to park for unloading closest to their designated spot.

Winery Tents will be completely set the way they will look during the festival, with tables, chairs, table cloths and skirting to form a wine tasting bar. To stock your booth, tables may be carefully moved for placement of pallets/cases. Cases must be placed inside the pallet outlines, as they will form a “wall” and corridor between spaces. Once your inventory is arranged, festival staff will help you place any moved tables back into their original position.

Please unload your vehicle in the designated area as quickly as possible and immediately park your vehicle in the exhibitor parking area. Actual booth setup should begin only after your vehicle has been parked to ensure all exhibitors can get to their spot in a timely manner.

Wineries should bring:

- **Decorative table cloths** to accent the cloths and distinguish your space. (We recommend one set for Saturday and one set for Sunday so that you can refresh and cover any spills).
- Decorative and functional items you would normally have on your tasting bar – **pitchers** for rinsing, **oyster crackers** and **decorative containers for your crackers, rinse bucket**, etc. We will have rinse stations throughout the grounds but you will want your own right there so people don't have to leave your table during their tasting.
- **Coolers** for under the table and a **tabletop chill bucket** to showcase your whites.
- **Bottle Openers, pour stoppers, rags** and any other tools you normally use at your tasting table.
- **Wine accessories and gift items** from your tasting room if you would like to sell them at the fest.
- **Credit card processor** if you typically use one for taking payment.
- **Cash box** for any cash sales you may have.
- **Company identification signage** you would like to place. All signage must be professional in appearance (no hand-lettered signs).
- **Wine** –You'll be doing tastings and selling wine by the glass and bottle all day both days.

We will provide wineries with:

- **tent, tables, linens, skirting, chairs**
 - **ice/water**
 - **lots of people who want to try and buy your wine**
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A short run-through of how things will work at the show:

As a guest enters the gate he/she will be given:

- **A Tasting Glass**

- **Tasters will be banded with a “verified legal drinking age” wristband**

- **Non-tasters will have their hand stamped but will not be wearing a wristband. You will only be serving to wrist-banded people. DO NOT provide tastings or sell wine to anyone who is not wearing a wristband.**

DO NOT RELY ON THE WRISTBAND ALONE. If you or any of your staff have any question about the legal age of a wrist-banded person, please ask to see identification (they may have swiped a wristband somehow). Any person who serves a drink to an under age person can go to jail.

NON-WINERY EXHIBITOR SET-UP GUIDELINES

Exhibitor booths will be set separately along the walkways, between the wine tents and in the nooks and grannies of a gorgeous forest setting. We're very excited about this configuration, which will give all of our exhibitors three-sided space on the field, essentially tripling your linear frontage.

Exhibitors may begin set up in designated spaces on Friday, August 24 at 9:00 AM. When you arrive please report to the festival credentials desk at the Hidden Lake Tasting Room to receive your exhibitor badges and final booth placement layout. Each exhibitor will be assisted individually with where to park for unloading closest to their designated spot. Please unload your vehicle in the designated area as quickly as possible and immediately park your vehicle in the exhibitor parking area. Actual booth setup should begin only after your vehicle has been parked to ensure all exhibitors can get to their spot in a timely manner.

Booth space will be delineated with a line in the grass that shows the footprint of each booth. As specified in the application, you have agreed to create a professional appearance to your festival “shop” with your own display equipment. **All exhibitor booths will be housed in the exhibitor’s own white (and in new condition only) 10’x10’ tent canopy.**

- Tent poles should line up with the painted markers of your booth.
 - Poles may not encroach on adjoining booths.
 - Only flame retardant materials are to be used.
 - All tables must be covered and draped to the ground.
 - Any Company identification signage you place must be professional in appearance (no hand-lettered signs).
 - Exhibitors must ensure that all display equipment is designed and installed properly to support the display items. Displays must be able to withstand normal contact with neighboring exhibitors, festival laborers (during setup/teardown), festival attendees or moderate wind shifts.
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DURING-THE-SHOW GUIDELINES

Please plan to man your “shop” from 11:00 AM until 6:00 PM both days.

ESTABLISHED AISLES AND WALKWAYS MUST REMAIN CLEAR AND FREE OF DEBRIS FOR FESTIVAL GUESTS AND EMERGENCY PERSONNEL THROUGHOUT THE ENTIRE FESTIVAL.

- No sound equipment is permitted at exhibitor booths as it will interfere with the featured musical performers.
- Exhibitors may only display and sell those items approved and specified in their official show contract.
- All booths must be staffed and open during all hours of the festival: 11:00 AM – 6:00 PM.
- Proper exhibitor identification credentials must be worn at all times while staffing the booth.
- Your *Exhibitor* badge does not give you access to wine tastings. If you would like to partake in tastings during a break, please enter the festival grounds through the management office so we can ID and wrist-band you both days.
- Food items may not be part of your offering unless you have been officially approved to do so and have secured a health department license.
- Exhibitors are responsible for set up, clean up and securing their own booth space. Overnight security will be provided on Friday and Saturday night, allowing exhibitors to leave displays in place. However, securing contents will be vendor responsibility. The Illinois Wine Festival assumes no liability for any lost, stolen or damaged items.
- **Wineries:** Guests approved for tasting will be wearing a “VERIFIED DRINKING AGE” wrist band. **Please do not serve anyone who is not equipped with a wrist band.** Remember, the pourer is personally responsible for the individuals they serve. If that individual is under the age of 21, the person who pours or sells them alcohol goes to jail. This is very serious business. Do not serve minors. If in doubt, ask “**Are you over 21?**” then ask to see proof in the form of a drivers license or other legal identification document (a business card is not proof).
- **Wineries: We will announce last call at 5:15 pm each day.** Please stop conducting tastings at 5:30 pm each day to encourage people to think about meandering out of the festival grounds so that we can stretch out the exit of guests a bit.
- Each exhibitor is responsible for computing and charging all state and city sales tax.

TEAR-DOWN GUIDELINES

- **Tear down may not be started before 6:00 PM on Sunday, August 26.** Vendors who vacate their booth space early will not be invited to exhibit in the future.
- **“If you bring it in, take it out”** is our policy. Please completely pack all booth contents. Exhibitors must **NOT** leave any items (pallets, boxes, etc.) behind.
- Collect any remaining trash (empty boxes, bottles, etc.) in your booth and place it in the dumpsters located on the perimeter of the festival grounds. Clean-up of space is the responsibility of each vendor. An unclean space will result in the vendor being billed for clean-up services AND eliminated from future festival participation.
- All exhibitors must check-out at the management office prior to departure to ensure tables, chairs, table cloths, etc. that belong to the tent company are properly returned.
- **EXIT PLAN - In the event of rain**, all exhibitors will be required to comply with the following exit plan:
Vehicles will not be permitted on the festival grounds in rainy weather. Why??? Tires tend to slide on grass and tear up the field. If excess water happens to be accumulated anywhere, tires tend to get stuck up to the axels in the mud.

*In the event of rain, **NO VEHICLES WILL BE ALLOWED ON GRASS.** All exhibitors will be required to carry display items off of the field by foot to the gravel road for loading. The festival management team will assist each exhibitor (via golf carts) with move out as quickly as possible.*

Please be patient while we conduct a responsible exit. This process will begin with exhibitors closest to the parking area who are completely packed, cleaned and ready for hauling assistance.

Any exhibitor who causes damage to the festival grounds will be charged for damages incurred.

If you have any last minute questions prior to the show, please give us a shout!

You may reach us at any of the following numbers

866-877-3343 | 703-823-1868 | 703-587-9029 | 703-966-0279

or email us at carl@illinoiswinefestival.org | donna@illinoiswinefestival.org
